



**WSOC-TV**

WSOC-TV  
1901 North Tryon Street  
Charlotte, NC 28206-2700

Greer, Margolis, Mitchell & Associates  
3050 K Street NW  
Washington, DC 20007

## Contract # 325035

**Schedule Dates** 09/04/12-09/10/12  
**Advertiser** Pol/B Obama/D/Pre/US (16256)  
**Agency** Greer, Margolis, Mitchell & Associates (2890)  
**Product** Political - Federal Candidate (1067)  
**Brand** 1536/OBAMA FOR AMERICA (134148)  
**Salesperson** Telerep/Philadelphia, Philadelphia (1057)  
**Sales Office** Telerep/Philadelphia  
**Buyer Name** BASSETT, LAURA  
**Phone/Fax** /  
**CPE** 95/101/1536  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA FOR AMERICA

**Date Entered** 08/01/12  
**Last Modified** 08/14/12  
**Entered By** Jill Hipskind  
**CO-OP** No  
**Headline #** 06260207  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$13,544.25  
**Net Total** \$76,750.75  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  

Spots	Rate
107	\$90,295.00
<b>Grand Total:</b>	<b>\$90,295.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	5A- 6A (EST)	4		X	X	X	X			4	\$375.00	\$1,500.00	Charlotte (WSOC)		8/1/12
2.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	6A- 7A (EST)	4		X	X	X	X			4	\$750.00	\$3,000.00	Charlotte (WSOC)		8/1/12
3.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	7A- 8A (EST)	6		X	X	X	X			6	\$700.00	\$4,200.00	Charlotte (WSOC)		8/1/12
4.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	8A- 9A (EST)	6		X	X	X	X			6	\$600.00	\$3,600.00	Charlotte (WSOC)		8/1/12
5.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	4:30A- 4:59A (EST)	1		X	X	X	X			1	\$75.00	\$75.00	Charlotte (WSOC)		8/1/12
6.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	6A- 8A (EST)							1		1	\$300.00	\$300.00	Charlotte (WSOC)		8/1/12
7.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	6A- 7A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)		8/1/12
8.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	7A- 8A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)		8/1/12
9.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	8A- 9A (EST)							1		1	\$400.00	\$400.00	Charlotte (WSOC)		8/1/12
10.0	Normal Line / Spot	09/09/12-09/09/12	6	:30	6A- 7A (EST)							1		1	\$225.00	\$225.00	Charlotte (WSOC)		8/1/12
11.0	Normal Line / Spot	09/09/12-09/09/12	6	:30	7A- 8A (EST)							1		1	\$250.00	\$250.00	Charlotte (WSOC)		8/1/12
12.0	Normal Line / Spot	09/09/12-09/09/12	6	:30	8A- 9A (EST)							1		1	\$450.00	\$450.00	Charlotte (WSOC)		8/1/12
13.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	9A- 10A (EST)	4		X	X	X	X			4	\$245.00	\$980.00	Charlotte (WSOC)		8/1/12
14.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	10A- 11A (EST)	3		X	X	X	X			3	\$245.00	\$735.00	Charlotte (WSOC)		8/1/12

## CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

Accepted Station:

Date:

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**Sales Office** Telerep/Philadelphia  
**Buyer Name** BASSETT, LAURA  
**Phone/Fax** /  
**CPE** 95/101/1536  
**Account Types** National/Political  
**Billing Type** Standard  
**Comments** OBAMA FOR AMERICA

**Date Entered** 08/01/12  
**Last Modified** 08/14/12  
**Entered By** Jill Hipskind  
**CD-DP** No  
**Headline #** 06260207  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$13,544.25  
**Net Total** \$76,750.75  
**Sales Tax**

**Charlotte (WSOC)**  
**By Broadcast Month**  
Sep. 2012  
Grand Total:  
**Spots** 107  
**Rate** \$90,295.00  
107 \$90,295.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
15.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	10:58A- 12P (EST)	3		X	X	X	X			3	\$325.00	\$975.00	Charlotte (WSOC)		8/1/12
16.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	12P- 1P (EST)	3		X	X	X	X			3	\$245.00	\$735.00	Charlotte (WSOC)		8/1/12
17.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	12P- 12:30P (EST)							1			\$200.00		Charlotte (WSOC)		8/1/12
17.0.1	Preempt	09/08/12															Charlotte (WSOC)	Program Change/Exception - FOOTBALL	
18.0	Normal Line / Spot	09/09/12-09/09/12	6	:30	12P- 12:30P (EST)							1		1	\$200.00	\$200.00	Charlotte (WSOC)		8/1/12
19.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	4P- 5P (EST)	3		X	X	X	X			3	\$600.00	\$1,800.00	Charlotte (WSOC)		8/1/12
20.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	5P- 5:30P (EST)	6		X	X	X	X			6	\$700.00	\$4,200.00	Charlotte (WSOC)		8/1/12
21.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	5:30P- 6P (EST)	6		X	X	X	X			6	\$750.00	\$4,500.00	Charlotte (WSOC)		8/1/12
22.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	6P- 6:30P (EST)	7		X	X	X	X			7	\$900.00	\$6,300.00	Charlotte (WSOC)		8/1/12
23.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	6P- 6:30P (EST)							1			\$330.00		Charlotte (WSOC)		8/1/12
23.0.1	Preempt	09/08/12															Charlotte (WSOC)	No Avail/Exception -	
24.0	Normal Line / Spot	09/09/12-09/09/12	6	:30	6P- 6:30P (EST)							1		1	\$925.00	\$925.00	Charlotte (WSOC)		8/1/12
25.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	6:58P- 7:30P (EST)	4		X	X	X	X			2	\$700.00	\$1,400.00	Charlotte (WSOC)		8/1/12

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Accepted Station:

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**CPE** 95/101/1536  
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**Billing Type** Standard  
**Comments** OBAMA FOR AMERICA

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**CO-OP** No  
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**Oemo**  
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Charlotte (WSOC)		
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<b>Grand Total:</b>	<b>107</b>	<b>\$90,295.00</b>

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25.0.1	Closed Preempt	09/04/12															Charlotte (WSOC)	Program Change/Exception - NO BREAKS HERE	
25.0.2	Closed Preempt	09/04/12															Charlotte (WSOC)	Program Change/Exception - NO BREAKS HERE	
26.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	7:30P-7:56P (EST)	4		X	X	X	X			4	\$700.00	\$2,800.00	Charlotte (WSOC)	Program Change/Exception - NO BREAKS HERE	8/1/12
27.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	7P-8P (EST)							1			\$400.00		Charlotte (WSOC)		8/1/12
27.0.1	Preempt	09/08/12															Charlotte (WSOC)	Program Change/Exception - NASCAR	
28.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	7:30P-8P (EST)							1		1	\$500.00	\$500.00	Charlotte (WSOC)		8/1/12
29.0	Normal Line / Spot	09/10/12-09/10/12	6	:30	8P-10P (EST)		1							1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/1/12
30.0	Normal Line / Spot	09/04/12-09/04/12	6	:30	10P-11P (EST)			1						1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/1/12
31.0	Normal Line / Spot	09/05/12-09/05/12	6	:30	9P-9:30P (EST)				1					1	\$6,000.00	\$6,000.00	Charlotte (WSOC)		8/1/12
32.0	Normal Line / Spot	09/06/12-09/06/12	6	:30	10P-11P (EST)					1				1	\$4,000.00	\$4,000.00	Charlotte (WSOC)		8/1/12
33.0	Normal Line / Spot	09/07/12-09/07/12	6	:30	9P-10P (EST)						1			1	\$2,000.00	\$2,000.00	Charlotte (WSOC)		8/1/12
34.0	Normal Line / Spot	09/07/12-09/07/12	6	:30	10P-11P (EST)						1			1	\$2,500.00	\$2,500.00	Charlotte (WSOC)		8/1/12

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Month	Spots	Rate
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Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
35.0	Normal Line / Spot	09/09/12-09/09/12	6	:30	8P- 9P (EST)								1	1	\$4,500.00	\$4,500.00	Charlotte (WSOC)		8/1/12
36.0	Normal Line / Spot	09/04/12-09/07/12	6	:30	11P- 11:35P (EST)	6		X	X	X	X			6	\$750.00	\$4,500.00	Charlotte (WSOC)		8/1/12
37.0	Normal Line / Spot	09/09/12-09/09/12	6	:30	11P- 11:35P (EST)								1	1	\$850.00	\$850.00	Charlotte (WSOC)		8/1/12
38.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	11:30P- 12:05A (EST)								1	1	\$600.00	\$600.00	Charlotte (WSOC)		8/1/12
39.0	Normal Line / Spot	09/04/12-09/06/12	6	:30	11:35P- 12:02A (EST)	3		X	X	X				3	\$375.00	\$1,125.00	Charlotte (WSOC)		8/1/12
40.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	7:30P- 11P (EST)							1		1	\$3,000.00	\$3,000.00	Charlotte (WSOC)		8/1/12
41.0	Normal Line / Spot	09/08/12-09/08/12	6	:30	8P- 11:30P (EST)							1		1	\$1,800.00	\$1,800.00	Charlotte (WSOC)		8/1/12
42.0	Normal Line / Spot	09/10/12-09/10/12	6	:30	5A- 6A (EST)								1	1	\$375.00	\$375.00	Charlotte (WSOC)		8/1/12
43.0	Normal Line / Spot	09/10/12-09/10/12	6	:30	6A- 7A (EST)								1	1	\$750.00	\$750.00	Charlotte (WSOC)		8/1/12
44.0	Normal Line / Spot	09/10/12-09/10/12	6	:30	7A- 8A (EST)								1	1	\$700.00	\$700.00	Charlotte (WSOC)		8/1/12
45.0	Normal Line / Spot	09/10/12-09/10/12	6	:30	8A- 9A (EST)								2	2	\$600.00	\$1,200.00	Charlotte (WSOC)		8/1/12
46.0	Normal Line / Spot	09/10/12-09/10/12	6	:30	9A- 10A (EST)								1	1	\$245.00	\$245.00	Charlotte (WSOC)		8/1/12
47.0	Normal Line / Spot	09/10/12-09/10/12	6	:30	5:30P- 6P (EST)								1	1	\$750.00	\$750.00	Charlotte (WSOC)		8/1/12
48.0	Normal Line / Spot	09/10/12-09/10/12	6	:30	5P- 5:30P (EST)								1	1	\$700.00	\$700.00	Charlotte (WSOC)		8/1/12

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50.0	Normal Line / Spot	09/10/12-09/10/12	6	:30	6:58p- 7:30p (EST)	1	X							1	\$700.00	\$700.00	Charlotte (WSOC)		8/1/12
51.0	Normal Line / Spot	09/10/12-09/10/12	6	:30	7:30p- 7:56p (EST)	1	1							1	\$700.00	\$700.00	Charlotte (WSOC)		8/1/12
52.0	Normal Line / Spot	09/10/12-09/10/12	6	:30	11p- 11:35p (EST)	1	1							1	\$750.00	\$750.00	Charlotte (WSOC)		8/1/12
53.0	Normal Line / Spot	09/07/12-09/07/12	6	:30	12:05a- 12:35a (EST)						1			1	\$375.00	\$375.00	Charlotte (WSOC)		8/1/12
54.0	Normal Line / Spot	09/10/12-09/10/12	6	:30	11:35p- 12:02a (EST)	1	1							1	\$375.00	\$375.00	Charlotte (WSOC)		8/1/12
55.0	M/G For 25.0,1,25.0,2 / Spot	09/04/12-09/07/12	6	:30	6:30p- 7p (EST)	1		X	X	X	X			1	\$1,400.00	\$1,400.00	Charlotte (WSOC)		8/14/12

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